

### **Abstract of the Disclosure**

A panel driving method for driving pixels of a panel. The pixels are classified into a plurality of groups and the pixels of one of the plurality of groups are addressed and sustain-discharged before the pixels of another one of the plurality of groups are addressed and sustain-discharged. In the panel driving method, a frame period for displaying a single image is divided into a plurality of sub-fields, each of which has a predetermined gradation, and the sub-fields are selectively operated to determine a gradation of visual brightness for each cell. In at least one of the sub-fields, an address period and a sustain period are sequentially performed on the pixels of each of the groups. While an address period is being performed on the pixels of one of the groups, the pixels of other groups are idle. While a sustain period subsequent to the address period is being performed on the pixels of one of the group, a sustain period is selectively performed on the pixels of each of other groups that have already undergone an address period.

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